



THE OLSON COMPANY

Providing Innovative Solutions For California's Cities



**Downtown Development Opportunity
Qualifications Proposal**

Morgan Hill, California

December 14, 2009



Mr. David Heindel
Assistant to the City Manager
City of Morgan Hill
17555 Peak Avenue
Morgan Hill, CA 95037

Dear Mr. Heindel,

The Olson Company is pleased to submit this qualifications proposal for your review for the development of the Downtown Opportunity Sites in the City of Morgan Hill. The Olson Company welcomes the review of the enclosed qualifications proposal with the hope it meets expectations. The following outlines the major strengths that Olson will bring to the table to ensure the feasible and fitting development of the City's Downtown Opportunity Sites. Olson's expertise in this very specific arena of public/private partnerships and development of infill sites demonstrates that Olson will be a partner that will deliver upon its commitments to the City of Morgan Hill.

The Olson Company Organization

The Olson Company is a privately held family limited liability company with Steve Olson, founder and CEO, holding primary ownership. The Olson Company was established in 1988, and over its 21-year history has established an exceptional track record for working with Cities and Redevelopment Agencies in the development of complicated yet vital infill opportunity sites. The Olson Company's Corporate Headquarters is located in Seal Beach, California.

Development Approach

The Olson Company has given careful thought and consideration to the development of the four sites that are the focus of the City's Request for Qualifications. Since learning about the City's goal of redeveloping these downtown sites, The Olson Company has looked forward to the release of the RFQ and the opportunity to embark upon a new and valued City partnership. While the City's Request for Qualifications did not require a plan for the development of the four sites, The Olson Company felt that it was imperative to illustrate the vision for the four parcels along with the enclosed qualifications to underscore Olson's understanding that the development of these sites must be carefully thought out and encourage, rather than inhibit, activity and growth in the downtown. The Olson Company intends to bring our extensive redevelopment experience to the Downtown Opportunity Sites to accomplish the City's long-standing goals of redeveloping the properties into successful mixed-use developments that the City and the residents of Morgan Hill will look to with pride.

Commitment to Public Partnerships

The Olson Company was founded on the principle of partnering with California's Cities and Public Agencies. With that foundation, The Olson Company has successfully partnered with more than 85 public agencies across the State to provide a wide variety of housing and mixed-use solutions including affordable workforce housing and community serving uses. The Olson Company actively listens to the needs of our public partners first and foremost and then we find the most creative yet viable way to make our partner's vision a reality.

Commitment to Green Building

The Olson Company believes in green development and as a matter of policy will make green building principles standard throughout all of its communities. The Olson Company has successfully implemented environmentally sustainable site plans in communities throughout California. We intend for the Downtown Opportunity Sites to follow the lead of our current community in San Lorenzo (Village Walk) which is LEED certified. We aim to draw upon our previous experiences at our communities in San Lorenzo, Orange, and Montebello, among others, to incorporate sustainable design practices for the downtown sites.

A Partner Who Will Deliver

The City of Morgan Hill can have a high degree of confidence in Olson's ability to deliver on our shared vision for Downtown Morgan Hill, which the Agency will be proud of for the following reasons:

- The Olson Company has completed more residential and mixed-use urban redevelopment projects than any other developer in California, totaling over 6,000 homes in more than 120 residential communities.
- We have an exceptional track record of partnering with Cities and Redevelopment Agencies in the successful redevelopment of key downtown sites that work within existing constraints to become key assets to the downtown.
- Our team is made up of dedicated professionals with an unprecedented degree of experience with large-scale infill redevelopment projects throughout California.
- The Olson Company has demonstrated staying power in this challenging economic environment by continuing to stick to our niche, maintaining our professional integrity and upholding our commitments to our partners.

For more than 20 years, The Olson Company has been a leader in designing, entitling and constructing infill developments in urban locations with the goal of improving the greater community. After a thorough evaluation of the City of Morgan Hill's Downtown Opportunity Sites, we understand the value of these sites and their importance to the downtown. To that end, Olson understands better than any other developer in the State how to design, develop, construct, market, and maintain developments within established communities. We believe this has been more than proven throughout our numerous communities statewide.

The Olson Company is committed to the successful development of this new community for the City of Morgan Hill. Please contact me at 562.370.2209 if you have any questions regarding our submittal. Your consideration is greatly appreciated.

Sincerely,

THE OLSON COMPANY

Todd Olson
President of Olson Community Development

DEVELOPMENT TEAM SUMMARY

PRINCIPAL CONTACT, ACQUISITIONS & DDA NEGOTIATIONS

Todd Olson, President of Olson Community Development, will be the main point person that is authorized to negotiate on behalf of The Olson Company.

Todd Olson

President of Olson Community Development

The Olson Company Corporate Headquarters

3010 Old Ranch Parkway, Suite 100

Seal Beach, CA 90740

Phone: 562.370.2209

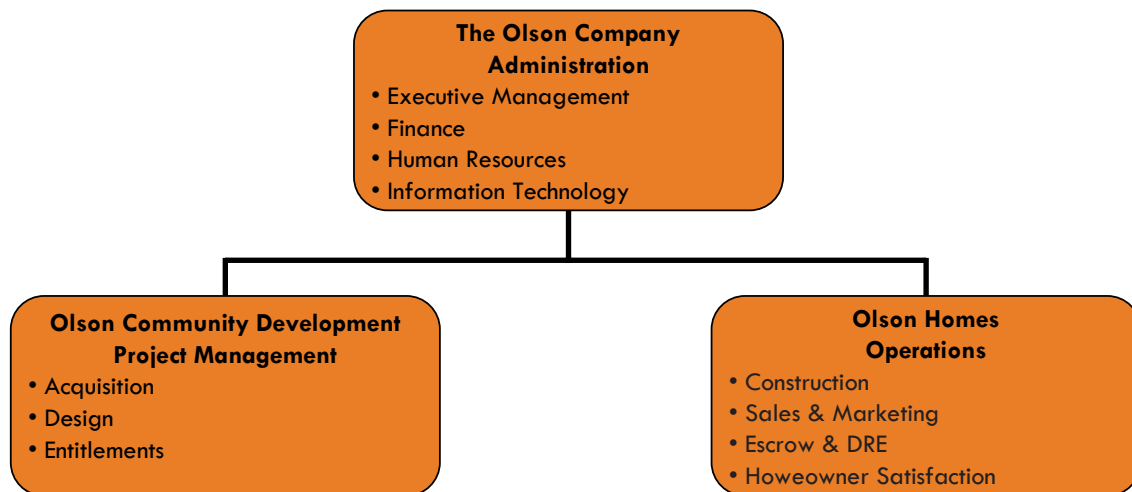
Fax: 562.430.5626

Email: tolson@theolsonco.com

OLSON CORPORATE ORGANIZATION

The Olson Company is a privately held family limited liability company with Steve Olson, founder and CEO, holding primary ownership. The Olson Company Board of Directors is made up of: Steve Olson, Joe Filip, James Hankla, Murray Hutchison, Louis Kwiker, Geoff Le Plastrier, and Jim O'Brien. This board provides direction and overall business leadership for the company. Detailed Curriculum Vitae for each board member follow this section.

The Olson Company has approximately 65 employees and is a full service development organization that operates as a firm with divisions broken up by region and specialty.



THE OLSON COMPANY BOARD OF DIRECTORS

Stephen E. Olson

Mr. Olson directs the Company's overall business activities in providing housing solutions for California's cities and agencies. He has over 20 years of experience in real estate including real estate finance. Mr. Olson was selected America's Builder of the Year in 2000 by Professional Builder Magazine and has been honored by both State and City agencies for contributions made to in-town housing. He was voted Distinguished Alumni of the Year by Pepperdine University for his various contributions to community and business interests. His background includes founding a manufactured housing company which became a public entity, a former Vice President of Dean Witter and Company involved in funding real estate companies, and President and Chief Executive Officer of Signet Scientific Company, an international technology company producing instrumentation for semiconductor, biotechnology, and the municipal water and waste treatment markets.

Mr. Olson received his Bachelor of Arts degree from the University of Redlands, his MBA degree from Pepperdine University, and did postgraduate work towards a Doctoral degree in finance at Claremont Graduate School.

In addition to The Olson Company, Mr. Olson is Chairman of the Board of Directors of the Aquarium of the Pacific and is a member of the Board of Directors of First Consulting Group (largest consulting company to the medical industry), Flowline Inc., King's Seafood Company, Pepperdine University and the Pepperdine School of Public Policy, and JBI Inc.

Mr. Olson was recently appointed to the Los Angeles County Housing Commission, which oversees all housing in Los Angeles County.

Joseph A. Fillip

Mr. Fillip serves as Executive Vice President – Legal for AGL Life Assurance Company, a leading provider of private placement life insurance and annuity products based in Plymouth Meeting, Pennsylvania. Prior to joining AGL, Mr. Fillip was a partner in national law firm Duane Morris, LLP, and acted as general counsel of The Siegfried Group, LLP, a financial services firm serving the Mid-Atlantic region. He has over 25 years of experience in regulatory, tax, transactional, and corporate law matters.

Mr. Fillip is a graduate of Pennsylvania and Stanford Law School and holds a Master of Laws degree in Taxation from Temple University School of Law.

James Clay Hankla

Mr. Hankla currently serves as Chief Executive Officer of the Alameda Transportation Corridor. Prior to this Mr. Hankla was City Manager for the City of Long Beach, California. In his almost twenty-year tenure as City Manager, he served as a critical force in the creation and reinvention of the City's downtown and harbor/port areas. Mr. Hankla also served as the Los Angeles County Chief Administrative Officer from 1985-87.

As a member of the team, Mr. Hankla brings a wealth of urban development and housing experience to The Olson Company. Mr. Hankla received his Bachelor of Arts degree in Political Science at California State University, Los Angeles and his of Master of Science degree in Government/Urban Affairs at California State University, Long Beach.

In addition to being on The Olson Company Board of Directors, Mr. Hankla serves as a Director and past President of the International Economic Development Council, a past Chairman of the Los Angeles Economic Development Corporation, a past President of the Long Beach Area Council Boy Scouts of

America and the Long Beach Aquarium of the Pacific, and a board member of the World Trade Center Association.

Murray H. Hutchison

Mr. Hutchison retired in 1997 as Chairman and Chief Executive Officer of the IT Group (International Technology Corporation) after serving in that position for over 27 years. IT, a New York Stock Exchange company, is one of the largest environmental engineering and construction companies in the world with over six thousand employees and annualized revenue of over one billion dollars. He joined a predecessor company in 1964 and was responsible for strategically managing the growth of the company from \$330,000 to \$1,500,000,000 in annual sales. In 1999, Mr. Hutchison was asked by the Board of Directors of Sunrise Medical, a publicly traded medical equipment manufacturer, to serve as Chief Executive Officer and Chairman of the Board. He reorganized Sunrise, which was sold in late 2000 to a group of private investors at a seventy-nine percent premium to its publicly traded price.

Mr. Hutchison is a member of the Board of Management of the University of California Berkeley Haas Graduate School of Business Administration and recently retired as a Trustee of the UC Berkeley Foundation. He is a life member of the Board of Managers of the Los Angeles Metropolitan YMCA and a Vice Chairman of the Board of Managers of the YMCA of San Diego County and the National Armed Forces YMCA.

Mr. Hutchison received a Bachelor of Science degree in Economics from the University of California Berkeley and a Bachelor of Business Administration in Foreign Trade from the American Graduate School of International Management, where he was honored recently as a Distinguished Alumnus. In addition to The Olson Company, Mr. Hutchison is the Chairman of the Board of The Huntington Hotel Corporation and Reaction Design. He also serves as a Director of Jack in the Box Inc., Cadiz Inc., Construction Bid Board, and Senior Resources.

Louis A. Kwiker

Mr. Kwiker is the Co-Founder, President and CEO of ePolicy Solutions. Mr. Kwiker has been a proven business leader for more than 29 years, having served as president of Transcontinental Music Corporation, Handleman Company, Warehouse Entertainment, Reid Plastics, and Bristol Farms. He received both his business and law degrees from the University of Michigan. He was formerly a Wall Street attorney at Shearman & Sterling, and vice president of mergers and acquisitions for the investment banking firm Laird & Company. Mr. Kwiker co-founded ePolicy Solutions with Don Martin and is the company CEO.

Geoffrey R. Le Plastrier

Geoffrey Le Plastrier is President of Le Plastrier Development Consulting, an Irvine, California based real estate consulting and advisory firm.

Prior to forming LDC in 1983, Mr. Le Plastrier served as Executive Vice President and CFO of Janss Corporation; Division President of the Housing Group; and Vice President-Operations for Bixby Ranch Company – all based in Southern California. He also served as a development executive and project engineer for Lend Lease Corporation in New York City and Sydney, Australia.

He holds undergraduate degrees from the University of Technology, Sydney, Australia, and advanced degrees from Harvard University, Massachusetts Institute of Technology, and Concord Law School.

Mr. Le Plastrier's non profit contributions include Chairman of the Board of Kinship Center, one of California's most respected adoption and foster care agencies; Chairman of the Pacific Art Foundation;

Trustee of Laguna Art Museum; and membership on the Alumni Council of Harvard University's Graduate School of Design.

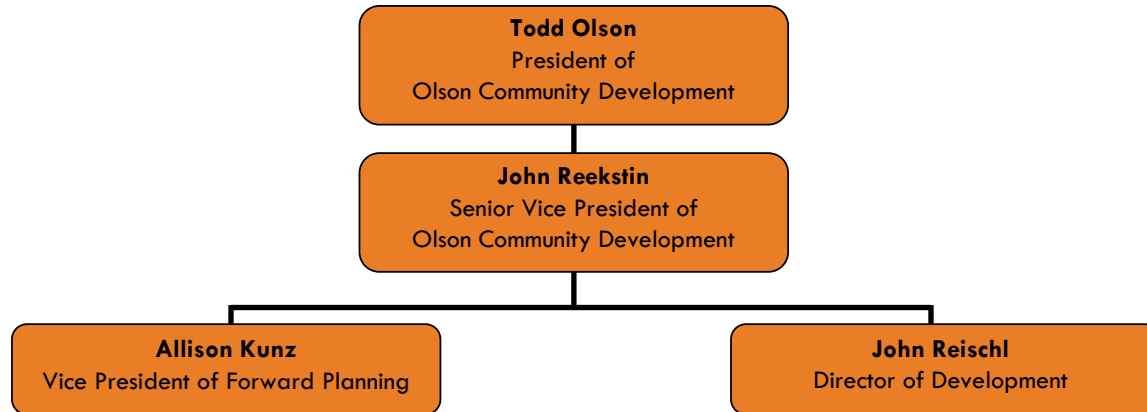
James O'Brien

Mr. O'Brien is responsible for the overall management of Henderson Global Investors (North America) Inc. including institutional equity and property, as well as retail equity. He participates on Henderson's North American Property Investment Committee and sits as a member of the Portfolio Performance Committee. Mr. O'Brien joined Henderson in March 2001, functioning as the Chief Operating Officer. Prior to joining the firm in March 2001, he was a co-founder/owner of aKosys, Inc., an environmental technology and consulting firm. Prior to co-founding aKosys, Mr. O'Brien was Senior Managing Director of Finance and Administration at Kennedy Wilson Properties, a national property management firm. Prior to that, Mr. O'Brien held a variety of senior positions at JMB Properties and Heitman Properties Ltd., including Executive Vice President of Heitman's Retail Property Management Group.

Mr. O'Brien is a graduate of Chicago Kent Law School and obtained his Bachelor of Arts in English and History from the University of Illinois, Urbana.

OLSON COMMUNITY DEVELOPMENT ORGANIZATION

Todd Olson, President of Olson Community Development, will be the primary contact, but an entire team will be supporting him in those efforts. Below is a quick organization chart to show the individual report structures as they specifically relate to this project. A brief outline of each key Olson Company representatives' qualifications and experience follows.



OLSON TEAM RESUMES

Stephen E. Olson

Chairman of the Board/Chief Executive Officer

Steve Olson, Chairman and Co-Founder of The Olson Company, directs the Company's overall business activities in providing housing solutions for California's cities and agencies. He has over 20 years of experience in real estate including real estate finance. Mr. Olson was selected America's Builder of the Year in 2000 by Professional Builder Magazine and has been honored by both State and City agencies for contributions made to in-town housing. He was voted Distinguished Alumni of the Year by Pepperdine University for his various contributions to community and business interests. His background includes founding a manufactured housing company which became a public entity, a former Vice President of Dean Witter and Company involved in funding real estate companies, and President and Chief Executive Officer of Signet Scientific Company, an international technology company producing instrumentation for semiconductor, biotechnology, and the water and waste treatment markets.

Mr. Olson received his Bachelor of Arts degree from the University of Redlands, his MBA degree from Pepperdine University, and did postgraduate work towards a Doctoral degree in finance at Claremont Graduate School. In addition to The Olson Company, Mr. Olson is Chairman of the Board of Directors of the Aquarium of the Pacific and is a member of the Board of Directors of First Consulting Group (largest consulting company to the medical industry), Flowline, Inc., JBI, Inc., King's Seafood Company and Pepperdine University. In addition, he is a member of the Board of Visitors of the Pepperdine School of Public Policy and the Los Angeles County Housing Commission, which oversees all housing in Los Angeles County.

Scott Laurie

President/Chief Operating Officer

Mr. Laurie is President and COO of The Olson Company. In this capacity he oversees all homebuilding operations for the Regional Divisions in Northern and Southern California. Mr. Laurie was previously with KB Home for 9 years holding various management positions during his tenure. These positions include Land Acquisition Manager at the Greater Los Angeles Division, Manager of Asset Management and Acquisition at KB Home Corporate, Vice President of Land Acquisition and Development at the

Greater Los Angeles Division, Executive Vice President of the Inland Valley Division and President of the Inland Valley Division.

Prior to joining KB Home, Mr. Laurie worked for a Southern California builder in Land Acquisition and Planning. He is on the Executive Board of both the BIA and the Inland Empire Economic Partnership; he is also a member of ULI.

Mr. Laurie earned a Bachelor of Science degree from the University of Southern California, Urban Planning and Development in 1996.

Mario A. Urzua

Chief Financial Officer

Mr. Urzua joined the Olson Company in July 2004 and was responsible for managing relationships with Olson's bank group and raising project level debt and equity. Prior to joining The Olson Company in 2004, Mr. Urzua was the Chief Financial Officer for GreenPark Group, a Warburg Pincus sponsored venture. In this role he was responsible for the company's finance and accounting functions in addition to investor relations and administration. Prior to joining GreenPark, he spent three years with Colony Capital, Inc./Colony Advisors, Inc., where he was responsible for the financial reporting for two private equity real estate partnerships with net assets in excess of \$1.6 billion. He also spent three years with Coopers & Lybrand, LLP, where he was a senior associate providing professional assurance and advisory services to a number of clients in various industries.

Mr. Urzua holds a B.A. in Economics from the University of California, Los Angeles and is a Certified Public Accountant.

Todd Olson

President of Olson Community Development

Mr. Olson is responsible for managing all proposed developments from acquisitions and City relations through entitlements and permitting. Mr. Olson has over fifteen years experience in real estate, exclusively with The Olson Company. Mr. Olson has been recognized as a leader in providing affordable housing and mixed-use developments in urban areas throughout the State of California. He sits on the California Redevelopment Association's Housing Committee charged with the development and review of the State's housing policies. Prior to joining The Olson Company Mr. Olson worked in the technology industry providing integrated networking solutions to universities throughout the United States.

Mr. Olson received a Bachelor of Science degree in Business Administration – Entrepreneurship from the University of Southern California.

John Reekstin

Senior Vice President of Development

Mr. Reekstin joined the Olson Company in July 2004 after a 17 year career in local government. He served as the Executive Director of Santa Ana's Community Development Agency and Redevelopment Agency from 2000-2004 and prior to that was the City of Huntington Beach's Director of Administrative Services from 1998-2000, where he served as CFO and also directed the activities of the Real Estate and Human Resources Departments. Mr. Reekstin has served as President of the California Redevelopment Association and has a wealth of experience in redevelopment, housing, finance, and economic development.

Mr. Reekstin oversees all land acquisition and project management activities for the Olson Company. He received his B.A. in Political Science/International Relations from the University of Southern California and a Masters Degree in Public Administration from California State University, Long Beach.

Roland Fournier***Senior Vice President of Design***

Mr. Fournier recently joined The Olson Company after playing an integral role in the growth of renowned architectural firm William Hezmalhalch Architects. Since 1993 Roland was principal in charge of The Olson Company account for William Hezmalhalch Architects and has directed and/or designed a majority of the Company's infill projects. In his new role as Managing Director of Design, Mr. Fournier is responsible for the design integrity of all projects developed by The Olson Company. Educated at Cal Poly Pomona, Mr. Fournier has earned an extensive list of awards for the design excellence of both single family and multi-family residential housing types addressing affordable to custom buyer profiles.

Allison Kunz***Vice President of Forward Planning***

Ms. Kunz is responsible for the Forward Planning Department for all regions of the Olson Company, directing and overseeing the initial design of new home communities throughout California. Her duties include but are not limited to, managing all Forward Planning Directors and Managers, consulting for all corporate marketing efforts as they relate to Land Acquisition, managing all design consultant relationships, working with design consultants on the conceptual site plans and product design, maintaining architectural integrity for all Olson projects through design review of all production plans, as well as acting as a liaison to the acquisition and project management divisions of the company. Ms. Kunz has been an integral member of The Olson Company team since 2000, and her expertise has been a key asset in the acquisition of The Olson Company's highest profile projects.

Ms. Kunz graduated with a Bachelor of Arts in Urban Planning & Development and Anthropology from the University of Southern California. Ms. Kunz went on to complete a Masters degree in Urban and Regional Planning from the University of California at Irvine.

John Reischl***Director of Development***

Mr. Reischl joined The Olson Company in May of 2004 as an Assistant Project Manager. He is currently a Director of Development working on projects in both the Northern California region and the North Los Angeles and West Los Angeles Regions. In his role as Director of Development, Mr. Reischl is responsible for the coordination of due diligence activities, consultant selection and management, schedule management, budget control and entitlements submittals on all projects in his region of specialty. Prior to his assignment at The Olson Company, Mr. Reischl worked as an Associate Consultant at a Management Consulting Firm based in Los Angeles specializing in strategy and organizational efficiency in the banking and insurance industries.

Mr. Reischl graduated from the University of California, Irvine with a Bachelor of Arts in Economics and Management Minor in June 2002.

COMPANY HISTORY

The Olson Company was founded in 1988 on the concept of partnering with California Cities and Redevelopment Agencies to provide housing solutions for challenging sites and improve the local neighborhood condition. When Olson approaches a new development opportunity our focus is to successfully implement the City or Agency's vision and offer a unique lifestyle to future homebuyers. In addition, The Olson Company successfully partners with the most experienced consultant team available to ensure the most well-planned and engineered communities possible.

The Olson Company does not view itself as a manufacturer of housing, rather a creator of neighborhoods. Each of Olson's housing types is designed as a solution to a specific neighborhood challenge. Olson has built townhomes, mixed-use, live/work, transit-oriented developments, artist's lofts, small lot single family homes and others. Reuse of existing designs are challenging because of the unique requirements of each community. Each project is designed to meet a city's expectations and requirements, a homebuyer's needs, local neighborhood architecture and other factors. Additionally, as with every other community, The Olson Company has compiled an outstanding team with extensive urban planning and downtown redevelopment experience, ensuring that the Downtown Opportunity Sites will be planned and developed in accordance with the City's redevelopment objectives.

The Olson Company has completed and sold over 6,000 units in more than 120 residential communities across the state. We pride ourselves on providing new homeownership opportunities for all buyer segments, from the first-time homebuyer to the move-down empty nester. While each Olson community is unique, they are all tied together through the common thread of our infill niche.

Over the past two decades, The Olson Company has emerged as an innovator in public/private partnerships, affordable housing, and a progressive developer of difficult sites. To date, we have partnered with over 85 Cities and Redevelopment Agencies across the state from San Diego County to the Bay Area including:

Alhambra	Covina	Lakewood	Pomona	Sylmar
Anaheim	Cypress	Lomita	Port Hueneme	Torrance
Benicia	East Palo Alto	Long Beach	Rancho Mirage	Tustin
Brea	El Monte	Los Alamitos	Richmond	Valencia
Buellton	Emeryville	Los Angeles	San	Valinda
Buena Park	Fairfield	Los Angeles	Buenaventura	Vista
Burbank	Fountain Valley	County	San Diego	Walnut Park
Camarillo	Fullerton	Newport Beach	San Juan	Watsonville
Carlsbad	Garden Grove	Oakland	Capistrano	West Covina
Carson	Glendale	Orange	San Lorenzo	Westminster
Cerritos	Hayward	Oxnard	San Marcos	Whittier
Claremont	Huntington	Pacific	San Pedro	Willowbrook
Compton	Beach	Pasadena	Santa Ana	Yorba Linda
Concord	Irwindale	Pittsburg	Santa Luz	
Corona Del Mar	La Habra	Playa Vista	Santa Clarita	
Costa Mesa	La Palma	Pleasant Hill	Simi Valley	

THE OLSON COMPANY'S PROPOSED CONSULTANT TEAM

The Olson Company proposes to use the following consultant team in the development of the City of Morgan Hill's Downtown Opportunity Sites.

Urban Designer

RTKL Associates

333 South Hope Street

Los Angeles, CA 90071

Contact: Nathan Cherry, *Vice President*

Phone: 213.633.1184

Architectural Firm

KTGY Group

17922 Fitch

Irvine, CA 92614

Contact: David Senden, *Principal*

Phone: 949.851.2133

Civil Engineering Firm

Milani & Associates

4071 Port Chicago Hwy., Suite 100

Concord, California 94520

Contact: Ken Alcock, *Director of Operations*

Phone: 925.674.9082

Legal Firm – Contract Negotiation

McKenna Long & Aldridge, LLP

300 South Grand Avenue, Suite 1400

Los Angeles, CA 90071

Contact: Dennis Roy, *Partner*

Phone: 213.687.2100

Legal Firm – Land Use

Cox Castle Nicholson, LLP

2049 Century Park East, 28th Floor

Los Angeles, CA 90067

Contact: Stanley W. Lamport, *Partner*

Phone: 310.284.2275



RTKL is an idea-based creative firm that offers the most comprehensive integrated end-to-end planning and design services available in the market today. Founded in 1946, RTKL carved out a niche in master planning and design for government and private clients. Over the succeeding decades, RTKL evolved into a full-service firm, adding the disciplines of engineering, interior architecture, landscape architecture, and environmental graphic design, and new project specialties including residential, offices, retail centers, hotels, and health sciences projects. The past two decades have brought further expansion, with mixed-use, federal government, entertainment, and branding and identity assignments.

Ranked by World Architecture as the 6th largest Architecture and Engineering firm in North America, RTKL's philosophy is currently practiced by nearly 800 architects, engineers, planners and urban designers, landscape architects, interior designers, and graphic designers working in offices around the world including Baltimore, Chicago, Dallas, Dubai, London, Los Angeles, Madrid, Miami, Shanghai and Washington, DC.

R E S U M E

Nathan B. Cherry AIA, AICP, LEED® AP

VICE PRESIDENT

Nate is the director of the Planning and Urban Design Group of RTKL Associates Inc. With over 20 years of experience as an architect and urban designer, he specializes in large Urban Infill and Brownfield Redevelopments, Transit Oriented Development, Campus Planning, and Sports and Entertainment Districts. He has extensive experience working throughout the western United States, Canada, China, Russia, and Australia. He has been project lead on numerous award-winning projects, including (in California): Los Angeles Sports and Entertainment District, Downtown Brea Redevelopment, Pasadena Central District Specific Plan, and Tustin Legacy. He is on retainer as town architect for numerous municipalities in Southern California. He has written and lectured extensively, and his book; Grid / Street / Place: Essential Elements of Sustainable Urban Districts was published by APA Press in 2009.

RTKL



PROJECT EXPERIENCE

Downtown Redevelopment Plans

Victorian Square Redevelopment Master Plan, Downtown Sparks, NV
Downtown Anaheim Redevelopment Master Plan, Anaheim, CA
Heart of the City Redevelopment Master Plan, Redondo Beach, CA
City of Brea Downtown Redevelopment plan, Brea, CA
San Jose Redevelopment Plan, San Jose, CA
Fresno Uptown Arts District Master Plan, Fresno, CA
Burbank Water and Power Master Plan, Burbank, CA
Shenzhen Dachong Village Master Plan, Shenzhen, China

Sports and Entertainment

LA Live Master Plan, Los Angeles, CA
Glorypark, Arlington TX
LA Coliseum Master Plan, Los Angeles, CA
Ballpark Village Master Plan, Goodyear, AZ
2014 Olympic Village Masterplan, Sochi, RU

Brownfield Redevelopment

Camp Parks Redevelopment Masterplan, Dublin, CA
Ramsay Exchange Mixed Use Masterplan, Calgary, CN
Tustin Legacy Community Core Master Plan, Tustin, CA
Riverpark New Community Master Plan, Oxnard, CA

TOD

Blackwelder Redevelopment Masterplan, Culver City, CA
Monrovia Transit Village, Monrovia CA
Azusa Transit Village, Azusa CA
Transit Village Master Plan, Dublin, CA
Pasadena Presbyterian Church Master Plan, Pasadena, CA

Codes and Specific Plans

McGrath Specific Plan, Ventura, CA
Brea General Plan (Urban Design) Update, Brea, CA
City of Lancaster, CA Specific Plan
LA Entertainment District Specific Plan, Los Angeles, CA
City of Pasadena Central District Specific Plan, Pasadena, CA
City of Santa Monica Meritorious Signage Code, Santa Monica, CA
General Dynamics Kearny Mesa - New Century Center Specific Plan, San Diego, CA
West Main Corridor Specific Plan, Alhambra, CA

Campus Planning

Maguire / Brea Place, Brea, CA
IFEZ Health Center Masterplan, Incheon, Korea
Touro University Mare Island Masterplan, Vallejo, CA
Cal State Channel Islands Town Center, Camarillo, CA
Harvard University Project 2000 Development Plan, Cambridge, MA
Radcliffe College Redevelopment Master Plan, Cambridge, MA

New Communities/Land Planning

Avondale East/West New Community, Avondale, AZ
Palamanui Town Center, Big Island, HI
Eastern Urban Center Master Plan, Chula Vista, CA
City of Shanghai Central Boulevard Master Plan, Shanghai, China
Johor Perdana Capital City Master Plan, Johor, Malaysia
Kunshan New Community Master Plan, China

Urban Housing

Paseo Colorado, Pasadena, CA
Downtown Brea, Brea, CA
Downtown San Jose Mixed Use; San Jose, CA
RiverPark Urban Housing, Oxnard, CA
Chula Vista Urban Housing, Chula Vista, CA

Town Architect/Urban Design Consulting

CRA/LA (Current)
Ventura, CA (Current)
Los Angeles, CA
Brea, CA (Current)
Burbank, CA (Current)
Culver City, CA
Fresno, CA
Pasadena, CA
Santa Monica, CA
Glendale, CA

EDUCATION

Harvard University, Cambridge, MA, Master of Architecture in Urban Design, 1993
Tulane University, New Orleans, LA, Bachelor of Architecture, 1986
Institute for Architecture and Urban Studies, New York, NY 1985

ORGANIZATIONS AND COUNCILS

American Institute of Architects (State of New York Registration #024687)
American Institute of Certified Planners (Registration #115988)
LEED Accredited Professional (2008)
Marina Peninsula Neighborhood Council (Board Member since 2006)

AWARDS

LA Live, SCDF Design Award, 2009
Tustin Legacy, Award of Merit Best On-the-Boards Site Plan, Gold Nugget Award, 2007
Victorian Square Redevelopment Plan, Award of Merit Best On-the-Boards Site Plan, Gold Nugget Award, 2006
LA Live, LA APA Chapter Award, 2005
Kunshan New Community, Award of Merit Best On-the-Boards Site Plan, Gold Nugget Award, 2005
Pasadena Central District Specific Plan, LA APA Large Jurisdiction Planning Award 2005
City of Brea General Plan, OCAPA Comprehensive Planning Award (General Plan Update) 2004
River Park New Community, Best Community Site Plan- 100 Acres or More, Gold Nugget Award, 2001
Fresno Uptown Arts District Master Plan- APA - California Chapter, Planning Project Award, 2001
City of Brea Downtown Redevelopment Plan- Gold Nugget: Award of Merit Redev't Site Plan Award, 1999
APA California Chapter, Planning Project Award, 1999
Ahwahnee Award, Government Adopted Plan, 1999

PUBLICATIONS

GRID / STREET / PLACE; Essential Elements of Sustainable Urban Districts, APA Press 2009
"Big Boxes Go Downtown," *Planning Magazine*, January, 2004
ULI Planning Advisory Services Report: San Antonio, Texas 2002
"A Broad Mix," *Urban Land Magazine*, May 2002
"Restarting the Heart," Downtown Brea, *Urban Land Magazine*, October, 2000
"Reconstructing Suburbia In Brea," *California Planning and Development Report*, 1998
Editor, *Studio Works 1*, Harvard Graduate School of Design Press, 1993

SPEAKING ENGAGEMENTS

APA National Convention, New Orleans, LA 2010 (Scheduled Speaker)
AIA National Convention, San Francisco, CA 2009
Getty Conservation Institute, *Experts Meeting; Historic Cities and Urban Settlements- Challenges and Priorities for Action*, Los Angeles, CA 2009
Guest Lecturer, USC School of Policy Planning and Development, 2009
AIA LA Urban Design Committee, Los Angeles, CA 2008
CAL/APA Convention, Hollywood, CA 2008
ICSC National Convention, Banff, CN 2007
California Redevelopment Association Convention, Brea, CA 2004

PROFESSIONAL BACKGROUND

RTKL Associates Inc., Los Angeles, CA, 1995 - present
TAMS Consultants, Boston, MA, 1993-1994
Harvard University Planning Group, 1991-1992
Chan and Mohny Architects 1988-1990
James Stewart Polshek Architects, 1987

Firm Description



KTGY Group, Inc. was founded in 1991 by professionals who shared a common belief in creating a design firm that would perpetuate its success by investing in superior, productive people with positive attitudes and encouraging a team philosophy. This philosophy fosters an environment of support, training, listening and artistry, which has attracted the best and brightest young people, as well as some of the industry's top seasoned professionals. KTGY is headquartered in Irvine, California, with offices in Santa Monica, Oakland and Denver.

Providing planning and architectural design services for residential communities, retail developments, hospitality and related specialty projects worldwide, KTGY translates the client's needs and desires into an aesthetic, workable product that leads to financially successful and award-winning designs. Our goal is simple, create good designs that are well accepted in the marketplace, appropriate for the end user, and attains the client's profitability goal.

Each team is led by a Principal/Shareholder who is involved from the initial conceptual phase through the construction phase. The teams planners, designers and architects are dedicated to a seamless process. Each client is partnered with a particular team based upon product type and/or region. This allows KTGY to better serve each client's needs by providing a focused team who really knows the local market/product and is current in new technologies. We are focused on helping clients have financially successful projects. The team philosophy has created an exceptional organization built around the success of our builder/clients.

David Senden

Principal

As a Principal, David Senden is responsible for the initial planning concept and design development. Always with design quality and integrity, he provides the “big picture” vision for projects varying from infill mixed-use developments through large scale planning efforts. His knowledge and experience of residential product as well as his ability to stay on the cutting edge of design makes Mr. Senden an invaluable member of any development team.

He leads a team of designers and planners who work hand-in-hand with the local jurisdictions, developers and community. A reputable history of work for many of California's major builders and developers as well as a string of smaller scale intimate projects mark Mr. Senden's diverse portfolio.

Education

Master of Architecture
Tulane University

Bachelor of Science in Architectural Studies
University of Nebraska

Affiliations

Urban Land Institute, ULI

Congress for New Urbanism

National Association of Home Builders, NAHB

Critic

California Polytechnic State University,
San Luis Obispo

Tulane University, New Orleans, Louisiana

University of Nebraska, Lincoln, Nebraska

Multi-Family

D.R. Horton

Arbor Real
Palo Alto, CA
Infill Townhomes and
Condominiums

Regis Homes of Northern California

Irvington Village
Fremont, CA
Infill Townhomes and
Condominiums

Taylor-Morrison

Modern Ice
San Jose, CA
Infill High Density Townhomes

The Hanover Company

2801 Kelvin Avenue
Irvine, CA
4/2 Podium Luxury Apartments

Toll Brothers Inc.

Sorrento
Dublin, CA
100 Acre Master Planned
Community of 1,100 Units

Warmington Homes

Vantage
Palo Alto, CA
Industrial Conversion to
Townhomes

Affordable Housing

Bridge Housing

Cottonwood Creek
Suisun City
Stacked-Flats Apartments

Eden Housing

Walker Landing
Hayward, CA
Affordable Family
Garden-Style Apartments

Thompson Residential

San Mateo Teacher Housing
San Mateo, CA
Workforce Housing

South County Housing

Nuevo Amanecer
Pajaro, CA
Affordable Farm Worker Housing

Royal Court
Morgan Hill, CA
Stacked-Flats Apartments

Student Housing

American Campus Communities

UCI East Campus Student
Apartments Phase III
Irvine, CA
Student Housing

T.O.D.

D.R. Horton

Metropolitan
Dublin, CA
Transit Oriented Infill Housing

Sares-Regis

The Crossing
Anaheim, CA
High Density Transit
Oriented Apartments

The Hanover Company

The Ashton at Dublin Station
Dublin, CA
High Density Transit
Oriented Apartments

Mixed-Use

Civic Partners

Diamond Center
Lake Elsinore, CA
High Density Mixed-use Housing + Retail

DJM Capital Partners

The Village at Bella Terra
Huntington Beach, CA
High Density Mixed-use Housing + Retail

Watt Development

CentreVille
Rohnert Park, CA
For-sale Condominiums, Live/Work
& Retail

KTGY Group, Inc.
Architecture+Planning

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Milani & Associates
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(209) 833-9127 FAX

FIRM HISTORY

Milani & Associates is a highly recognized civil engineering, surveying, and land planning firm which was founded by Michael Milani in March, 1999. The firm is experienced in a broad spectrum of municipal engineering, land development engineering, reclamation district engineering services and facility rehabilitation projects. Our experience in project types includes municipal CIP/CFD projects, plan checking services, reclamation district levee improvements, educational facilities, residential developments (high & low density), office/commercial, industrial and retail developments, construction staking and construction management services encompassing the Greater Bay Area, Sacramento and Central Valley area of Northern California.

SCOPE OF SERVICES

The following is a partial list of services our staff is able to provide:

- Boundary Surveying
- Route Surveying
- Topographic Surveys
- Aerial Photogrammetric Services
- GPS Control Surveys
- A.L.T.A. Surveys
- Parcel Maps/Subdivision Plat Maps
- Plan Checking
- Preparation of Legal Descriptions & Plat Maps
- CFD funding analysis and CFD Construction Plan sets, Bidding
- & Bidding assistance
- Planning and Grading Studies
- Land development entitlement services & processing
- Infrastructure Studies
- Constraints Mapping
- Preparation of Master Utility Plans for



- Water Distribution Systems
 - Storm Water Collection Systems
 - Waste Water Collection Systems
 - Outage Planning
- N.P.D.E.S. Permits for Construction Activities
- Storm Water Control plans for new C3 compliance requirements
- Preparation of
 - Tentative Maps
 - Grading and Drainage Plans
 - Improvement Plans
 - Minor and Major Subdivision Maps
- Educational Facilities
- Commercial Development
- Civic Development
- Industrial Development
- Retail Development
- Construction Staking &
- Construction Management

Planning, design, and survey mapping services are provided out of our two (2) office located in Concord and Tracy, California. Our senior level design staff have a combined experience of over ninety years in providing quality, responsive Civil Engineering Consulting services to a vast array of public agencies and institutional agencies as well as office, commercial and merchant/custom residential builders.

Our staff prides itself in providing prompt services, which are attentive both to design detail as well as project schedule and budget. Currently our staff consists licensed and degree professionals and technicians specializing in providing conceptual and technical land development services. Our firm has the capacity to provide three survey field crews with the capability of adding up to two additional contract crews to meet further demands if necessary. A compliment to our field survey services is the added ability of our survey staff to supply and use GPS surveying methods to provide efficient and cost effective survey control for complex projects.

Both our Tracy and Concord offices utilize AutoCad and Land Development Desktop software for design and drafting purposes. Both offices are also equipped with the ability to do in house high speed plotting and reproduction for both black and white as well as, color plots and plans.

The key personnel assigned to this project are all very competent and capable staff who has the experience and knowledge to deal with all Planning, Engineering Design, Mapping and Surveying projects. Work which is performed by Milani & Associates is given the utmost attention and



thought to detail and full spectrum views of all aspects of planning, design, development feasibility and surveying/mapping. Quality control and quality assurance/value engineering are a high priority with our company. Milani & Associates maintains a staff of licensed professionals available for internal QA/QC review of projects before release to our clients. These quality control checks are deemed essential to providing the highest level of service to those clients which we work with. The key personnel assigned to this project are no exception to this standard and are committed to production of high a quality product with exceptional service to our clients and other design team members. This same commitment will be exerted on this contract and a guaranteed commitment is provided by our company to perform all tasks as required by you and your staff.



KENNETH R. ALCOCK

Education:

*Land Surveying-College Of San Francisco
Land Surveying Evergreen College Of San Jose*

Registration:

Land Surveyor in Training - California (ZL005754)

Professional Affiliations:

California Land Surveyors Association

Mr. Alcock has more than nineteen years experience in providing consulting **Civil Engineering & Land Surveying** services. As the Director of Operations, he is responsible for overall management of the Company. On major projects, he is involved in **mission planning, design and quality control**.

Mr. Alcock has worked closely with numerous public agencies to develop a strong relationship enabling him to work closely with agency staff. His approach aids in accomplishing the goals of the client. Mr. Alcock has worked side by side with agency staff to ensure the project is completed on time, on budget and to the agencies expectations.

In addition, Mr. Alcock has a broad range of experience including seven years as a Survey Party Chief. Mr. Alcock also has extensive experience with Global Positioning Systems (GPS) and with complex Right-of-Way projects.

Project Experience

Centennial Walk, Fairfield, CA. - 25 Single Family High Density Residential Homes.

Mr. Alcock was the Project Manager working with the City of Fairfield and the Olson Company in providing Land Surveying and Civil Engineering services to develop this project. This site was owned by the City of Fairfield redevelopment agency and developed in conjunction with the Olson Company.

City of San Mateo, CA.

Mr. Alcock is the Project Manager working with the City of San Mateo providing Land Surveying and Civil Engineering services for the new fire station #23.

Landers Walk East Palo Alto, CA. - 55 Townhomes

Mr. Alcock is the Project Manager working with the City of East Palo Alto and the Olson Company in providing Land Surveying, Civil Engineering Design and Construction Staking services.

Cottages of Fairfield, Fairfield CA. - 45 Single Family High Density Residential

Mr. Alcock is the Project Manager working with the City of Fairfield in providing Planning, Land Surveying, Civil Engineering Design and Construction Staking services.

PRACTICES:

- Real Estate
 - Acquisitions and Dispositions
 - Real Estate Development
 - Real Estate Finance
 - CERCLA, Remediation and Brownfield Redevelopment
- Global Infrastructure and Public-Private Partnerships

INDUSTRIES:

- Real Estate

**Dennis S. Roy**

Partner - Los Angeles - South Grand Avenue
droy@mckennalong.com

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Los Angeles, CA 90071

TEL: 213.687.2132
FAX: 213.687.2149

Los Angeles
444 South Flower Street
8th Floor
Los Angeles, CA 90071-2901

Experience

Dennis Roy is a partner focusing on real estate law and redevelopment. He has extensive experience with residential subdivision, entitlements and development, and has been involved in numerous public/private joint ventures of regional significance, including ground lease development at Marina del Rey; hotel, retail and office development at Cerritos Towne Center; the development of the California Adventure Park/Convention Center Expansion in Anaheim; condominium subdivision in Playa Vista; entitlement and development of the mixed-use master planned Village at the Park community in the City of Camarillo; the redevelopment of the Boeing site in Long Beach, California; and numerous hi-rise luxury and suburban condominium developments. His representative clients include major commercial and residential developers in California and numerous Southern California cities and redevelopment agencies.

Mr. Roy currently serves as Assistant City Attorney for the City of Cerritos.

While earning his J.D., Mr. Roy served as editor of *International Lawyer*. He also served as a Judicial Extern to Judge Shirley M. Hufstedler, United States Court of Appeals for the Ninth Circuit and Law Clerk to Justice George Lohr, Colorado Supreme Court.

Mr. Roy was named a Southern California Super Lawyer in 2007 through 2009.

Education

- J.D., UCLA School of Law, Order of the Coif, 1981
- M.B.A., Anderson School at UCLA, Distinguished Scholar, 1981
- B.A., Brown University, *magna cum laude*, 1977

Admitted

- California

**McKenna Long
& Aldridge**^{LLP}
Attorneys at Law

+ Seminars And Presentations:

- Lecturer for the California CEB on the subject of homeowners associations
- Guest lecturer at USC on redevelopment law
- Speaker on a number of occasions for the Los Angeles County Bar and California Redevelopment Association on matters such as real estate development, condominium law, and public/private joint ventures

+ Professional Activities:

- State Bar of California (Business Law Section and Subsections on Common Interest Development and Public Private Real Estate Development of the Real Property Section)
- Los Angeles County Bar Association (Real Property Section)
- California Redevelopment Association
- Building Industry Association of Southern California



Stanley W. Lamport

Partner

Los Angeles Office
2049 Century Park East
28th Floor
Los Angeles CA 90067
Phone: 310.284.2275
Fax: 310.277.7889
Email: slamport@coxcastle.com

Stanley W. Lamport is a partner in the firm's Los Angeles office, whose practice involves land development law, land use and legal ethics. He received his undergraduate degree from the University of Southern California and his law degree from Northwestern University Law School.

Development and Land Use: Over the past 25 years, Mr. Lamport has developed a full service land development practice in litigation and non-litigation settings throughout California. Mr. Lamport's practice spans a broad range of land use entitlement issues, such as master planned communities, general plans and specific plans, zoning, subdivisions, conditional use and development permits, coastal development permits, variances, historic preservation, design review, and land use litigation. His practice includes representing clients on regulatory issues including endangered species, wetlands, and waterways. Mr. Lamport has worked on a broad range of projects including large scale residential and mixed use projects, office buildings and office parks, resort and recreation projects, industrial projects, distribution facilities, public facilities and commercial-retail, including some of the most complex projects in California.

The California Environmental Quality Act ("CEQA") is an integral part of Mr. Lamport's practice. He regularly assists clients in all aspects of environmental review of projects in the entitlement process and has litigated numerous cases involving CEQA.

Mr. Lamport is recognized as a leading practitioner in his field. He is listed in The Best Lawyers in America in the field of land use and zoning law and in the 2004, 2005 and 2006 editions of the Southern California Super Lawyers. He has lectured and taught courses on land use law and CEQA to lawyers, planners, environmental professionals and developers throughout California.

Industry Involvement: Mr. Lamport is at the forefront of legislative issues affecting the residential and commercial real estate industry. He has been an active member of the California Business Properties Association ("CBPA") since 1990 and has worked with the California Building Industry Association ("CBIA") for many years. Mr. Lamport chaired CBPA's board of directors and currently chairs its legislative policy committee. He also serves on the board of directors of the SoCal Chapter of the National Association of Industrial and Office Properties.

Legal Ethics: Mr. Lamport has also been active in the field of legal ethics. Mr. Lamport currently serves on the Commission for the Revision of the California Rules of Professional Conduct, a 14-member body appointed by the State Bar in

consultation with the California Supreme Court to revise and update the rules of professional conduct for the legal profession in California. He also served six years on the California State Bar's Standing Committee on Professional Responsibility and Conduct during which he served as the committee's chair and special advisor. He is a former chair of the Los Angeles County Bar Association's Committee on Professional Responsibility and Ethics. He is the co-author and editor of a treatise on lawyer conflicts of interest and is a frequent lecturer, consultant and expert witness throughout California on the subject.

Education

- J.D., Northwestern University Law School
- B.A., University of Southern California

Recent Speaking Engagements

Past Events

- Ethics- ESA Enforcement: Conflicts of Interest, Duty of Confidentiality and Liability Issues - *CLE 3rd Annual Endangered Species Act* - (05.19.09)
- Public Access -The Intense Debate - *CLE California Coastal Law Conference* - (03.30.09)
- Ethics: Dealing with Conflicts of Interest in Preparing NEPA Documents - *CLE International NEPA 2009* - (02.24.09)
- The Development Process in California - *Lorman Educational Seminar* - (09.12.08)
- 4th Annual CEQA Conference - *CLE International* - (08.14.08)
- California Coastal Law Conference - *CLE International* - (06.17.08)
- CEQA: California Environmental Quality Act - *Lorman Education Service* - (05.16.08)
- The Development Approval Process - *Lorman Seminars* - (03.04.08)
- Legally Defensible Environmental Review Under CEQA - *Lorman Seminar* - (02.21.08)
- "Ethics - Considerations for the Environmental Professional" - *Third Annual NEPA Conference* - (03.29.07)

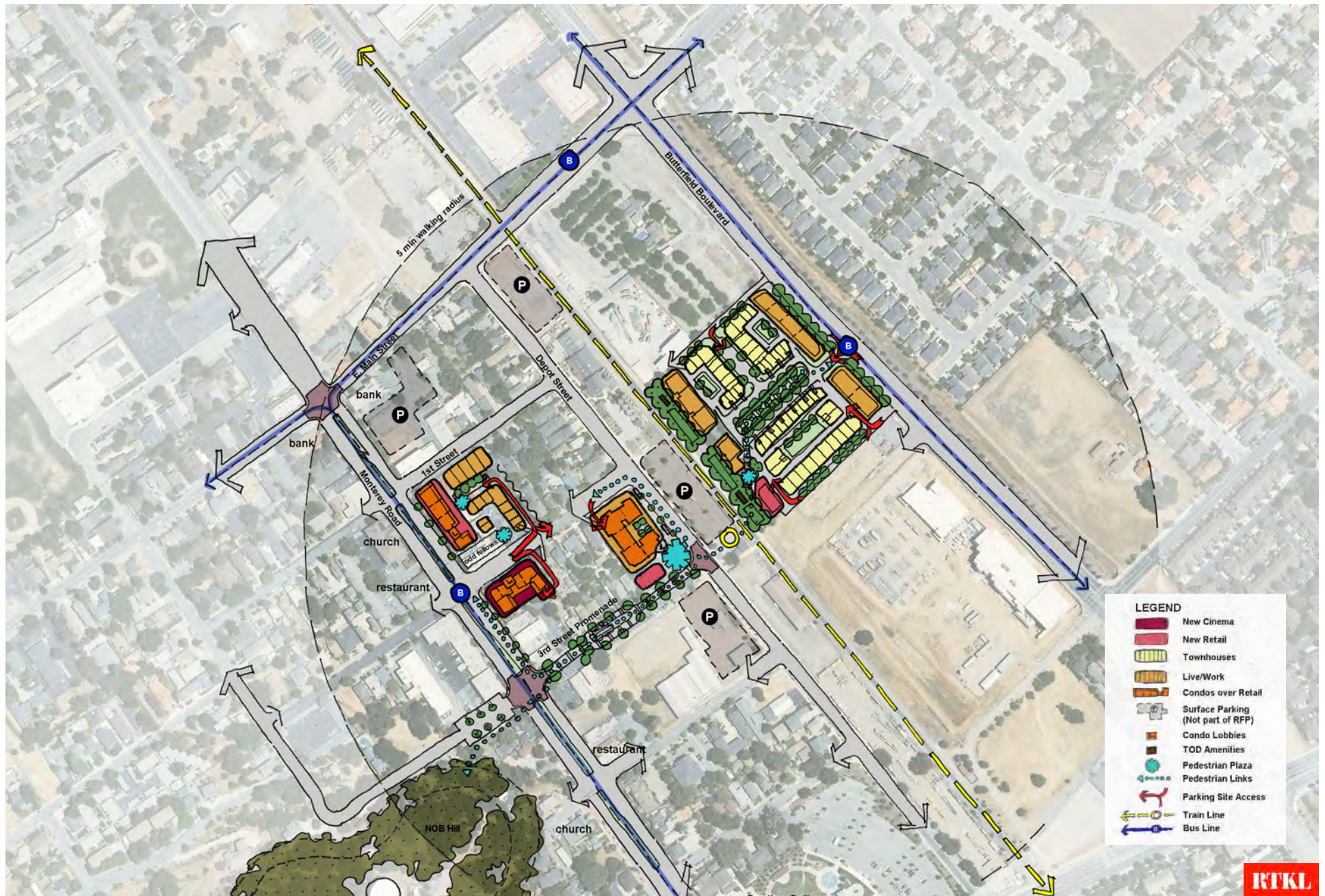
Other Notable Publications and Speaking Engagements

- Revision of the California Rules of Professional Conduct

Professional Affiliations

- State Bar of California
- Los Angeles County Bar Association

URBAN ANALYSIS DIAGRAM



THE OLSON COMPANY

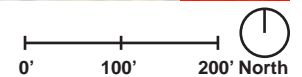
MORGAN HILL DOWNTOWN REDEVELOPMENT OPPORTUNITY

CONCEPT PLAN

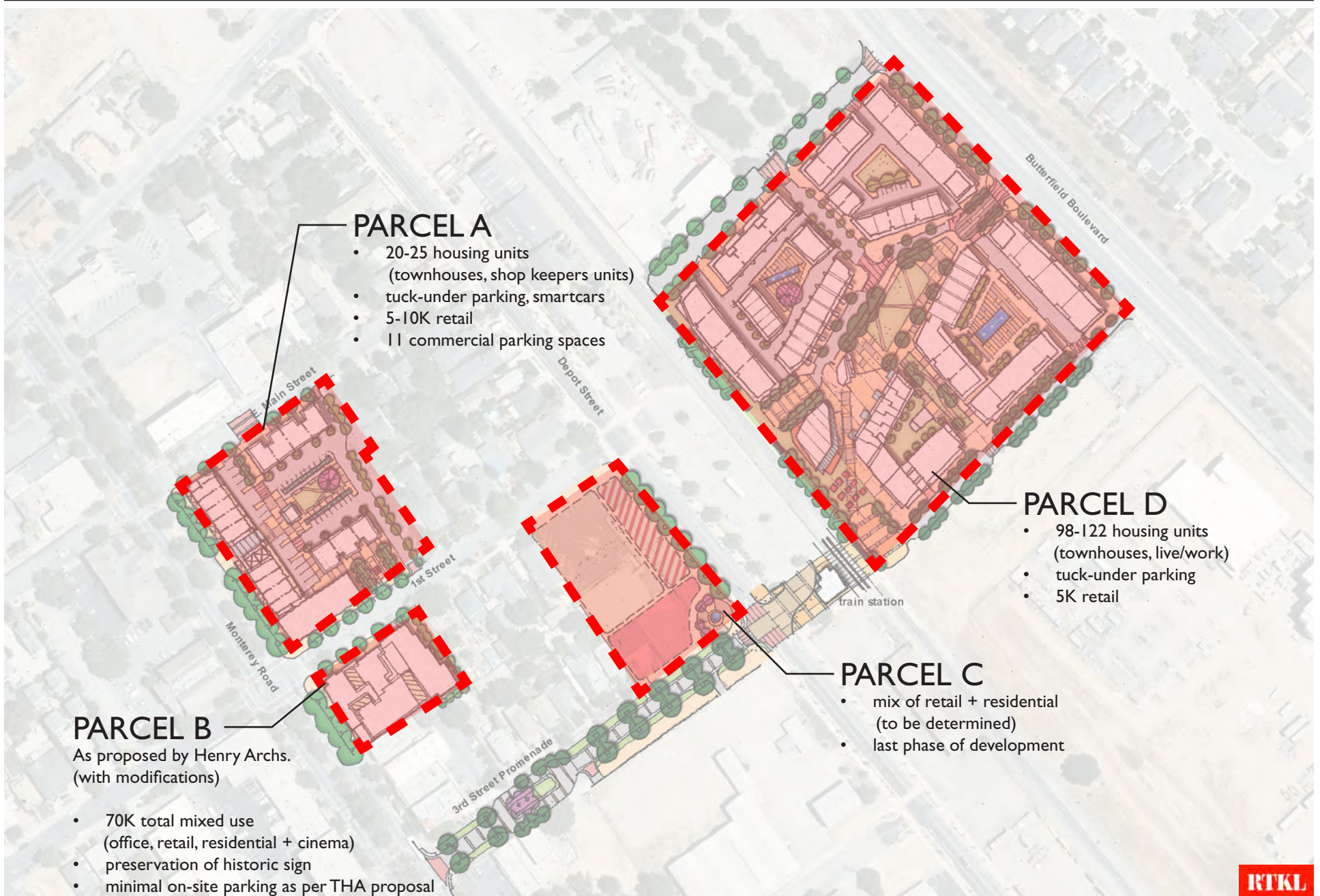


THE OLSON COMPANY

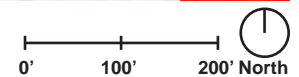
MORGAN HILL DOWNTOWN REDEVELOPMENT OPPORTUNITY



YIELD SUMMARY



RTKL



THE OLSON COMPANY

MORGAN HILL DOWNTOWN REDEVELOPMENT OPPORTUNITY

PROPOSED SITES & PROJECT CONCEPT

PARTNERSHIP APPROACH

The Olson Company views every new community as a City partnership opportunity. We understand that infill development is essential to maintain and enhance a City's vitality, and that our vision needs to be in concert with the City and community's vision for a site. The Downtown Opportunity Sites in Morgan Hill are no exception.

The Olson Company has spent an extensive amount of time studying these opportunity sites. We are familiar with the constraints and, more importantly, the opportunities attendant to each site. The Morgan Hill Downtown Opportunity Sites provide a unique opportunity to revitalize a retail, mixed-use, and residential district in an established downtown and within walking distance of a transit station providing regional access to its ridership. We welcome the chance to work closely with the City of Morgan Hill as well as the community to craft the vision not only for the opportunity sites that are the subject of proposal, but for the entire downtown as well.

AGENCY GOALS

The Olson Company has read the request and the Morgan Hill Downtown Specific Plan and understands the goals of the City's Request for Qualifications to be:

- Invigorate the City's Downtown by creating a vibrant, identifiable area with a distinct mix of commercial use and a diversity of housing opportunities
- Identify a "First Phase Site" that will serve as a catalyst for downtown redevelopment
- Create a critical mass in the downtown by infusing the area with residents that will patronize the existing and new retail
- Maintain Monterey Road and 3rd Street as the main spines of the downtown and ensure that new development contains linkages to the redeveloped 3rd Street Promenade
- Establish a cinema in the Downtown and ensure that new retail uses are not ancillary to residential development but instead that residential development is intended to support retail uses
- Craft a successful community outreach approach that engages key stakeholders, existing downtown residents, and residents of Morgan Hill to build upon the existing consensus regarding downtown redevelopment
- Incorporate green building techniques into the development of the opportunity sites
- Utilize the City's designation by the Association of Bay Area Governments as a Priority Development Area to apply for specialized technical assistance, planning grants, and capital funding from the State and other agencies

The following vision and the accompanying exhibits attempt to meet and balance these goals.

THE VISION

Development Approach

The Olson Company has thoughtfully evaluated the opportunities and constraints of each of the four development sites in determining the development approach described herein. In order to ensure that this proposal is feasible in its scope, The Olson Company has:

- Met multiple times with Staff to understand the City's objectives and toured each of the sites
- Engaged CineLux to understand their requirements in establishing a movie theater in the Downtown
- Reviewed the City's Downtown Specific Plan and worked with the Urban Design firm RTKL to hone the conceptual development approach while ensuring flexibility in scope
- Drawn upon our previous experience with downtown redevelopment and transit-oriented development to create a vision for the City of Morgan Hill's Downtown

The Olson Company's development approach is not intended to introduce a rigorous development program at this point in the proposal process. Rather, this approach seeks to establish a conceptual framework for the ultimate redevelopment of these four sites and set a foundation for a comprehensive development program that will fulfill the City of Morgan Hill's development objectives.

First Phase Site – Site A

The Olson Company believes that Site A should be the Downtown's First Phase Site. At 1.47 acres, the site's size provides a unique opportunity to enable the development of a compelling and vibrant mixed-use downtown community. A mix of uses on site will not only serve to invigorate the area with new, vital retail, but also begin to bring permanent residents to the downtown that will enliven the retail customer base.

The Olson Company's vision for Site A includes up to 10,000 square feet of ground floor retail on Monterey Road. The retail will have an appropriate depth as recommended by the Morgan Hill Downtown Specific Plan's Ground Floor Overlay and ensure that there is an active use on the first floor. This retail will engage pedestrians as envisioned in the Specific Plan by providing "display window visual interest" along Monterey Road. Development of this site could incorporate the marquee and sign for the former Granada Theater, although, with The Olson Company's development approach, this marquee could also be utilized in the redevelopment of Site B.

Above the first floor retail will be an additional two stories of residential units. These units, while yet to be programmed, will help achieve the three-story massing envisioned by the City's stakeholders and will be elevated in a manner that pays homage to the Downtown's existing architecture while adding a more current and modern character. The remainder of the site will feature three-story townhomes, bringing the total number of residential units on site to a maximum of 22. These townhomes will be oriented around a public courtyard and provide a public gathering space that could be an amenity for the first floor retail tenants. Up to 11 commercial parking spaces could be provided on site and each of the townhomes will have attached two-car garages for the residents.

It is anticipated that these units would target young professionals, young couples, and empty nesters who desire to live in close proximity to downtown amenities and public transit.

Site B - Development Perspective

The City has earmarked Site B as the "First Phase Site" in the redevelopment of the four Downtown Opportunity Sites. The Olson Company understands the desire to bring a theater to the Downtown and agrees that it will play an integral role in reestablishing a renewed vitality in the area. However, the complexities of the proposal for the site, while feasible, make it a more specialized pursuit that can happen in tandem with the development of any of the other three development sites. The development of Site B will not only bring additional visitors to the Downtown, but it will also rely on the successful development of the other three sites to create a synergy and establish a captive customer base that will patronize the new theater.

To ensure that the theater is a success, it will be necessary to bring in additional retail uses, such as restaurants, that will feed the area's customer base. Additionally, it is imperative to establish a plan for parking in the Downtown to create a strong perception that parking is available and proximate and therefore integral to creating a heightened sense of downtown vitality.

Site D – Transit-Oriented Residential Community

While the City's Request for Qualifications has asked for the phasing of the four sites, The Olson Company believes that Site D, similar to Site B, could be developed at any time in the overall Downtown development timeline. While the current constraints on the site, such as primary ownership by the Valley Transportation Authority and the potential need to follow their jurisdictional guidelines, could delay the development of this site, Olson believes that this site plays a key role in the revitalization of Downtown Morgan Hill. Site D will serve to inject the Downtown with a large, built-in customer base that will patronize existing and new businesses along Monterey Road and Third Street, revitalizing the spines of the Downtown through population growth.

The Olson Company's vision for the site includes up to 122 two and three-story townhomes with live/work units facing the railway and approximately 5,000 square feet of retail. A central green space will create a public gathering area and connectivity with Third Street across the railway will be encouraged. These units would likely target young and growing families as well as young professionals looking to take advantage of living in close proximity to employment center-serving transit.

Site C – Final Development Site

The ultimate development of Site C will need to put an exclamation point on the redevelopment of Third Street and the creation of the Third Street Promenade. Retail uses will need to front on the Promenade and, as envisioned by the Downtown Specific Plan, engage pedestrian traffic and provide an active street frontage. The Olson Company believes that second and third story residential would also be appropriate along the Promenade, with the balance of the site comprised of additional retail and residential units.

Due to the potential cost of relocation of the current tenants, The Olson Company believes that this site is likely the last of the four sites to be developed. It will be imperative for Olson, if selected, to begin working with the City on devising a strategy for relocation of these tenants.

GREEN BUILDING

As a LEED certified builder, The Olson Company is committed to implementing smart growth, sustainable design and green building practices throughout all of its communities. In 2007, the company was recognized by the U.S. Green Building Council as a builder participating in the LEED for Homes Pilot Demonstration, with a commitment to actively promoting the transformation of the mainstream home building industry toward more sustainable practices. Olson currently has several LEED certified communities including Village Walk in San Lorenzo and Depot Walk in Orange (LEED Silver). Olson works closely with Davis Energy Group, the leading Provider for the U.S. Green Building Council's LEED for Homes program in California, to achieve this exciting and worthwhile goal. Going forward, each Olson community will be a LEED certified community, paying attention to LEED certification requires the developer to pay particular attention to the performance standards in five key areas of human and environmental health including: sustainable site development, water savings, energy efficiency, materials selection and indoor environmental quality.

COMMUNITY OUTREACH

The Olson Company was founded on the concept of partnering with cities to provide housing solutions and improve the local neighborhood condition. Olson approaches each new development opportunity with a focus on successfully implementing the community's vision and offering a unique lifestyle to future residents. As California's most experienced developer of new communities in urban infill locations, The Olson Company understands the need for collaboration with the communities in which it builds. As a result, it is standard practice on each community to hold a series of community meetings during due diligence and throughout the entitlement process. These meetings are an opportunity to present initial concepts for the site and engage the neighboring residents about the specific needs of their community.

The community meetings can be structured in a variety of ways depending on the specific desires of the City of Morgan Hill and the community at-large. In certain instances, community meetings can be more informative and less participatory. In others, they may be structured as a series of open charrette style visioning workshops. Additionally, the potential exists to utilize the City's designation as a Priority Development Area to solicit grants from the State and other agencies to assist in the visioning process for the Downtown. The Olson Company has held hundreds of community meetings over the course of 21 years. It is this process of community involvement that distinguishes The Olson Company from other developers.

MARKET FEASIBILITY

The City's hesitance to embark upon residential development in the development of the First Phase Site is understandable given the decline of the market since 2006. However, it has been The Olson Company's experience that in-town, transit-oriented, sustainable, for-sale housing has weathered the economic storm better than most other forms of housing. The Olson Company has continued to sell homes in this market and continues to move forward on the development and construction of new communities. The Olson Company believes in the Morgan Hill market, and believes that with the right design and vision, these four sites will revitalize the City's downtown into a district that the City and community can look to with pride.

RELEVANT DEVELOPMENT EXPERIENCE & DEVELOPMENT CAPACITY

COMPARABLE OLSON COMMUNITIES

The following project summaries are examples of communities completed in partnership with Cities and Redevelopment Agencies that demonstrate the experience Olson will bring to the City of Morgan Hill's Downtown Opportunity Sites. Having developed numerous communities throughout the State in addition to the three detailed in this proposal, The Olson Company is knowledgeable about the unique conditions that are placed upon infill developments with varying parameters. These conditions include but are not limited to the following:

- Designing and completing a community that adds vitality to the City's downtown and the surrounding neighborhood
- Successfully entitling and developing multiple parcels within close proximity by creating synergy between the multiple sites and providing complementary development solutions
- Utilizing Smart Growth principals in the development of transit-oriented communities
- Appropriately integrating residential development with existing and planned retail in a manner that enhances retail viability
- Contributing to a City's redevelopment efforts through transformation of underutilized parcels into thriving residential, retail, and mixed-use communities
- Applying LEED principles at the request of the City, Redevelopment Agency, or community
- Crafting a successful community outreach approach that appropriately captures and incorporates neighborhood feedback while building a consensus between the developer, the City, and the City's residents

In all of the following communities, Olson used its expertise to handle the above conditions and delivered a successful, vibrant community that served to revitalize the surrounding community while maintaining the already established character treasured by the residents of the City.

Olson's history is primarily as a for-sale residential developer. To that end, with very few exceptions, we do not hold an ownership stake in any of our completed communities. However, Olson continues to play an active role in the community upon completion. Our Homeowner Satisfaction team ensures that residents remain satisfied through the duration of their warranty, and our HOA Champion Program ensures that an Olson employee attends all HOA Board meetings for at least 10 years following the completion of the community.

The redevelopment of these Downtown Opportunity Sites would mark The Olson Company's first project in Morgan Hill, and neither The Olson Company nor any of its partners owns property in the City.

The following section illustrates Olson's specific experience in the relevant categories of Downtown Redevelopment.



METRO WALK

CITY OF RICHMOND

LOCATION Corner of Macdonald Way and Marina Way

HOUSING SOLUTION Transit-Oriented Master Plan

GOVERNMENT CONTACT Alan Wolken, Director of Redevelopment
510.307.8137

DEVELOPMENT STORY A revolutionary new approach to creating your home, Metro Walk at The Richmond Transit Village blends the energy of an urban lifestyle with progressive design elements. Innovative Career Homes, Villas and Bungalows create an intriguing variety of choices. Nearby shops, cafes, and a multi-modal transit station provide the excitement and convenience a busy lifestyle demands. Metro Walk is a partnership with The City of Richmond and the Bay Area Rapid Transit District (BART) in which The Olson Company provided for-sale housing adjacent to a mass transit service. The site is approximately 24 acres and located adjacent to the Richmond BART Station and which provide homebuyers with a unique urban lifestyle with easy access to mass transit. This development was done in partnership with the Richmond Redevelopment Agency and BART to develop 231 townhomes and approximately 18,000 square feet of retail.

Phase I is comprised of 132 townhomes and 6,800 square feet of retail space and was completed by The Olson Company in 2006. Phase II will commence in 2011 once BART has completed construction of the new transit station parking structure.

HOUSING TYPES

Townhome

NUMBER OF HOMES

231

COMMUNITY SIZE

24.17

DENSITY

9.55 Dwelling Units Per Acre

FLOOR PLANS

(Career Home) 5 Plans Offered

(Bungalow) 5 Plans Offered

(Villa) 4 Plans offered

RETAIL SQUARE FOOTAGE

18,000 Square Feet

SQUARE FOOT RANGE

(Career Home) 1,395-1,432 Square Feet

(Bungalow) 1,550-1,615 Square Feet

(Villa) 1,4399-1,456 Square Feet

BEDROOMS

(Career Home) 3 per Home

(Bungalow) 3 per Home

(Villa) 2 per Home

GARAGE CONFIGURATION

(Career Home) 2 Car Tandem

(Bungalow) 2 Car Side-By-Side

(Villa) 2 Car Side-By-Side

AFFORDABILITY

50% at Moderate Income Level

AVERAGE SALES PRICE

\$475,000

COMMUNITY COMPLETION DATE

2006

PROJECT FINANCE

Pre-Development: Olson Equity

Equity: Midwest Pension Fund

Construction: Wells Fargo Bank

Development Cost: \$171 Million

Lender Contact Information:

Wells Fargo: 310.335.9408

Midwest Pension Fund: 860.723.8702

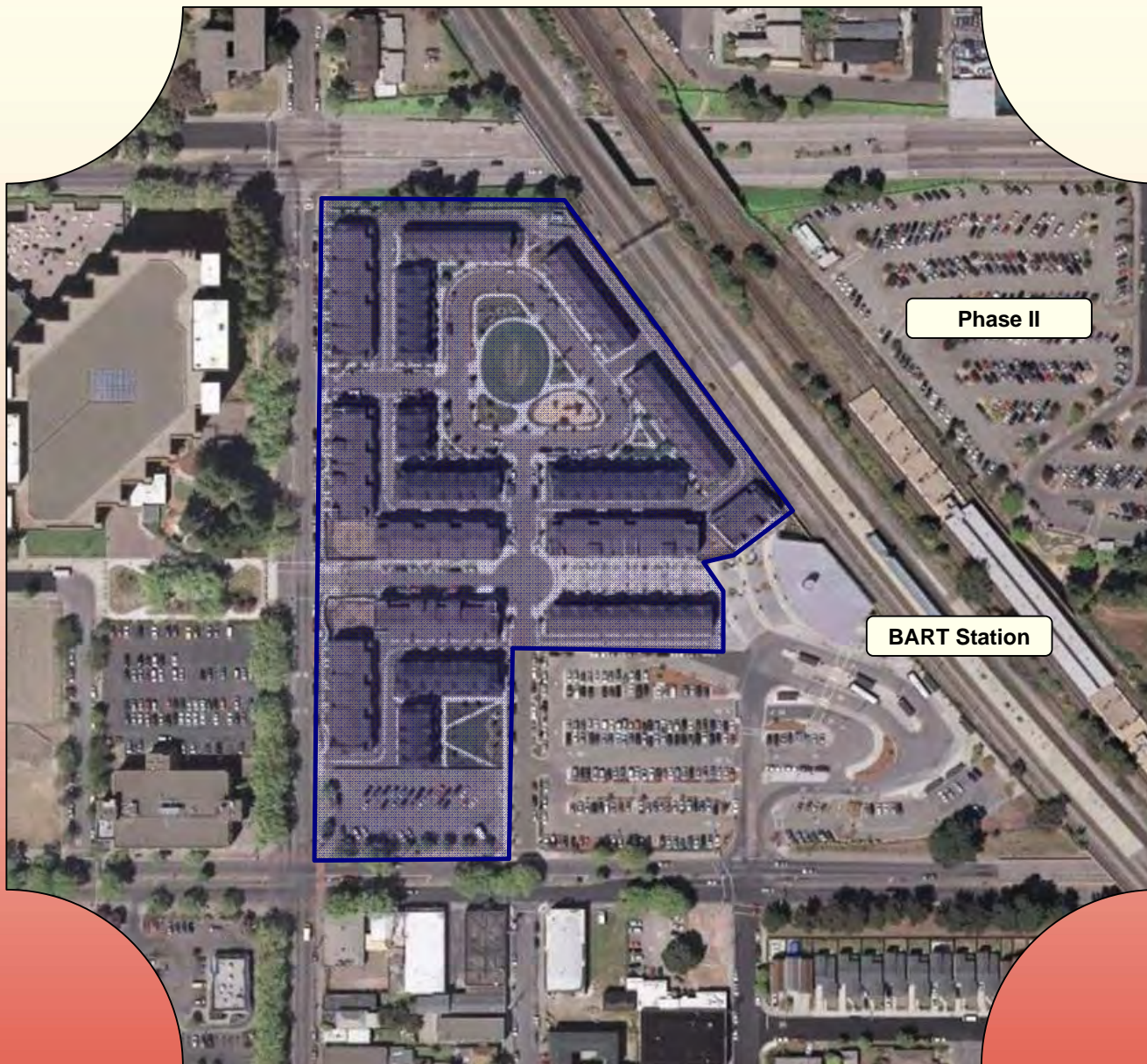




Richmond Metro Walk

Site Plan





Richmond Metro Walk

Aerial Photo





Richmond Metro Walk
Project Photos





Richmond Metro Walk
Project Photos





HARBOR WALK

CITY OF BENICIA

LOCATION Corner of First Street and B Street

HOUSING SOLUTION Live/Work Mixed-Use

GOVERNMENT CONTACT Larch McNeil, Planner
707.746.4280

DEVELOPMENT STORY The Harbor Walk project is located in Historic Downtown Benicia west of the Benicia Marina with sweeping views of the Carquinez Strait to the south and west. Due to the project's historical location, The Olson Company sought to create a unique vertically integrated mixed-use project elevated in a turn of the century architectural style. The intention of the project is to seamlessly fit into the historic downtown architecture of Benicia. The Olson Company worked in congruence with The Historical Preservation Commission of Benicia and the community to create this unique community.

HOUSING TYPES

Townhome

NUMBER OF HOMES

36 Homes

COMMUNITY SIZE

1.72 Acres

DENSITY

20.9 Dwelling Units Per Acre

FLOOR PLANS

5 Plans Offered

RETAIL SQUARE FOOTAGE

7,200 Square Feet

SQUARE FOOT RANGE

1,385-1,863 Square Feet

BEDROOMS

1-3 Per Home

GARAGE CONFIGURATION

2 Car Side-By-Side

PARKING PROVIDED

4.67 Per Home

AFFORDABILITY

No Income Restricted Homes Offered

AVERAGE SALES PRICE

\$450,000

COMMUNITY COMPLETION DATE

2006

PROJECT FINANCE

Pre-Development: Olson Equity

Equity: Midwest Pension Fund

Construction: Wells Fargo Bank

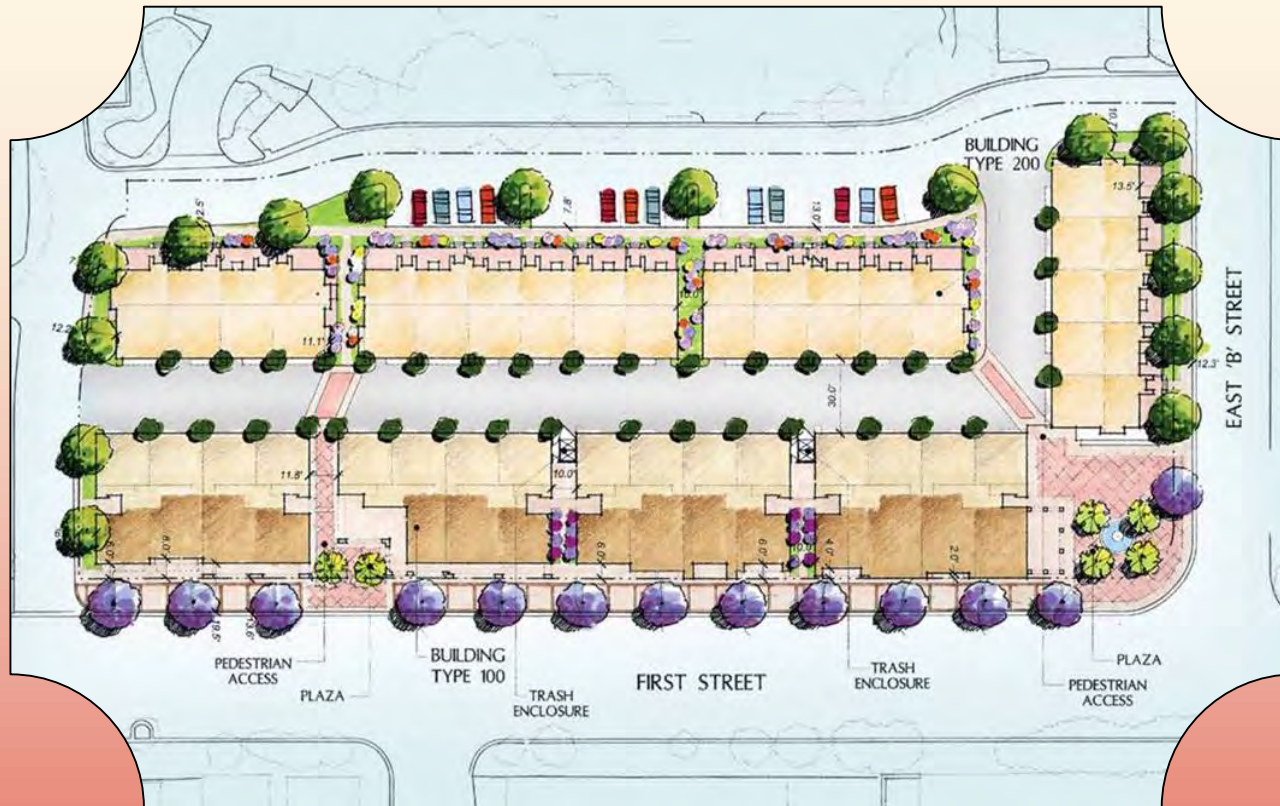
Development Cost: \$13 Million

Lender Contact Information:

Wells Fargo: 310.335.9408

Midwest Pension Fund: 860.723.8702





Benicia Harbor Walk

Site Plan





Benicia Harbor Walk

Aerial Photo





Benicia Harbor Walk

Project Photos





CITY CENTER REDEVELOPMENT

CITY OF HAYWARD

LOCATION (Renaissance Walk) Corner of D Street and Watkins Street
(City Walk) Corner of C Street and Watkins Street
(Studio Walk) Corner of D Street and Atherton Street

HOUSING SOLUTION Transit-Oriented

GOVERNMENT CONTACT Jesus Armas, City Manager
510.583.4302

DEVELOPMENT STORY The Olson Company worked closely with the Hayward Redevelopment Agency to create These three projects. The communities are just a few blocks away from the Hayward BART station for easy commuting to Bay Area destinations. These communities are in close proximity to downtown Hayward's shopping, entertainment, offices and restaurants. Nearby recreational activities include parks, Skywest Golf Course, swim centers, tennis courts, an arts center, performance theaters, a rodeo arena, a nature center, Lake Chabot, Japanese Garden and a greenbelt hiking trail.

HOUSING TYPES

(Renaissance Walk & City Walk) Townhome
(Studio Walk) Loft

NUMBER OF HOMES

(Studio Walk) 64
(Renaissance Walk) 42
(City Walk) 77

COMMUNITY SIZE

(Studio Walk) 2.56 Acres
(Renaissance Walk) 1.95 Acres
(City Walk) 3.5 Acres

DENSITY

(Studio Walk) 25 Dwelling Units Per Acre
(Renaissance Walk) 21.5 Dwelling Units Per Acre
(City Walk) 22 Dwelling Units Per Acre

FLOOR PLANS

(Studio Walk) 2 Plans Offered
(Renaissance Walk) 4 Plans Offered
(City Walk) 3 Plans Offered

SQUARE FOOT RANGE

1,097-1,550 Square Feet

BEDROOMS

2-3 Per Home

GARAGE CONFIGURATION

(Studio Walk) 2 Car Tandem and Side-By-Side
(Renaissance Walk) 1 Car and 2 Car Tandem
(City Walk) 2 Car Tandem and Side-By-Side

PARKING PROVIDED

2 Per Home

AFFORDABILITY

(Studio Walk)
(Renaissance Walk) 48% At Low And Moderate Income Levels
(City Walk) No Income Restricted Homes Offered

AVERAGE SALES PRICE

\$343,500 - \$385,000

COMMUNITY COMPLETION DATE

2005

PROJECT FINANCE

Pre-Development: Olson Equity
(Studio Walk) Equity: N/A
(Studio Walk) Construction: N/A
(Renaissance Walk) Equity: Key Bank
(Renaissance Walk) Construction: Key Bank
(City Walk) Equity: Key Bank and The Olson Company
(City Walk) Construction: Wells Fargo Bank
(Studio Walk) Development Cost: \$18 Million
(Renaissance Walk) Development Cost: \$14 Million
(City Walk) Development Cost: \$23 Million
Lender Contact Information:
Wells Fargo: 310.335.9408
Key Bank: 770.510.2096

Studio Walk



Renaissance Walk



City Walk





Hayward City/Studio/Renaissance Walk
Aerial Photo

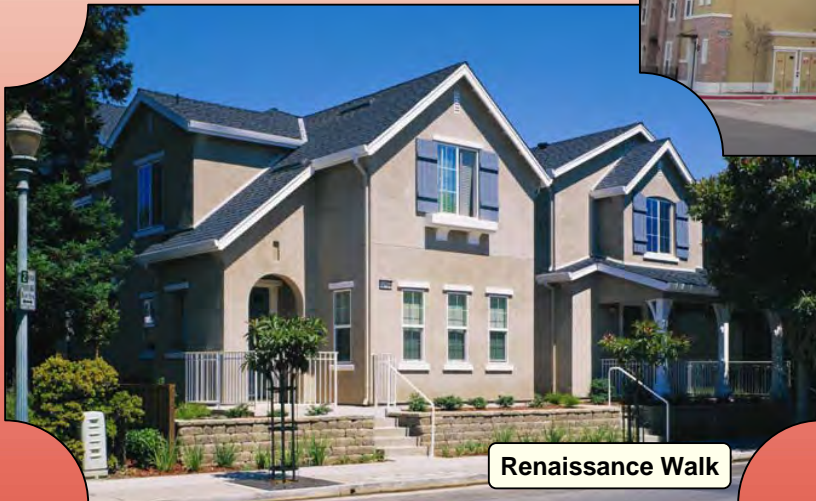




City Walk



Studio Walk



Renaissance Walk



Hayward City/Studio/Renaissance Walk

Project Photos



DEMONSTRATED FINANCIAL CAPACITY & RELATED INFORMATION

As instructed in the Request for Qualifications, the requested documents for this section have been provided directly to Tim Kelly at Keyser Marsten Associates.

REFERENCES

FINANCIAL REFERENCES

KeyBank Real Estate Capital

Andrew K. McKown
Vice President
1200 Abernathy Rd. NE, Suite 1550
Atlanta, GA 30328
Phone: (770) 510-2098
Email: andrew_k_mckown@keybank.com

City National Bank

Belynda M. Newman
Vice President Real Estate Group
9701 Wilshire Blvd, Suite 600
Beverly Hills, CA 90212
Phone: (310) 888-6467
Email: belynda.newman@cnb.com

Henderson Global Investors (financial advisor to Michigan PERS)

AJ Richard
Director, Portfolio Manager
1 Financial Plaza, 19th Floor
Hartford CT 06103
Phone: (860) 723-8702
Email: aj_richard@hendersonna.com

PUBLIC/GOVERNMENT AND GENERAL REFERENCES

City Of Richmond

Mr. Alan Wolken
Redevelopment Director
330 25th Street
Richmond, CA 94804
Phone: 510.307.8145
Email: alan_wolken@ci.richmond.ca.us

City Of Brea

Mr. Eric Nicoll
Director of Economic Development
One Civic Center Circle, Level 2
Brea, CA 92821
Phone: 714.671.4481
Email: ericn@ci.brea.ca.us

City of Hayward

Ms. Maret Bartlett
Redevelopment Director
777 B Street
Hayward, CA 94541
Phone: 510.583.4261
Email: maret.bartlett@hayward-ca.gov

City Of Pasadena

Mr. Richard Bruckner
Director of Planning and Development
100 N. Garfield, Room 222
Pasadena, CA 91109
Phone: 626.744.4660
Email: rbruckner@ci.pasadena.ca.us

City Of Long Beach

Mr. Pat West
City Manager
Phone: 562.570.6725
333 West Ocean Boulevard, 3rd Floor
Long Beach, CA 90802
Email: patrick.west@longbeach.gov

City Of Camarillo

Mr. Robert Burrow
Director of Community Development
601 Carmen Drive
Camarillo, CA 93010
Phone: 805.388.5361
Email: bburrow@ci.camarillo.ca.us

AWARDS AND DISTINCTIONS

2008 “BUILDER’S CHOICE GRAND AWARD”

Project: Depot Walk, City of Orange

Awarded by: Builder Magazine

2008 - Business Recognition Award For Outstanding Achievement – Sunset Walk, City of West Covina.

2008 - Mayor’s Award For Outstanding Architectural Design, Fair Oaks Walk, City of Pomona.

2007 “Building of America Top Project Award”

Project: Village Walk, City of Burbank

Real Estate and Construction Review Magazine

2006 Roundtable West 2006 – Homebuyer Satisfaction Award Winner & Finalist – Multiple Categories

Awarded by: Eliaant

Olson divisions received recognition in all homebuyer satisfaction categories, including Overall Experience, Purchase, Personalization, Finance & Closing, Construction, Home Readiness, Overall Customer Service, Overall Quality, Highest Referral Rate

2006 NAHRO Award of Excellence

Project: Providence Walk, City of Fairfield

2005 Golden Nugget Award – Best Live/Work

Awarded by the Pacific Coast Builders Conference and Builder Magazine

Project: East Village Lofts, City of Santa Ana

2005 Gold Nugget Award – Best Loft

Awarded by the Pacific Coast Builders Conference and Builder Magazine

Project: East Village Lofts, City of Santa Ana

2005 Industry Award – Residential Real Estate

Awarded by the Long Beach Chamber of Commerce

2005 National Outstanding Builder committing to Excellence in Quality Risk Management

Awarded by Quality Built Corporation

2004 Nationals – Best Website for a Builder

Awarded by National Sales and Marketing Council and The Whirlpool Corporation

2004 Housing Giants - #71

Awarded by Professional Builder Magazine

2004 Builder 100 - #100

Awarded by Builder Magazine

2003 “Fastest Growing Builder in America”

Awarded by Builder Magazine in the May 2004 Issue

2003 Most OC Units Sold - #5

Awarded by the Orange County Business Journal

2003 Residential Real Estate Developers - #14

Awarded by the Los Angeles Business Journal

2003 Best in American Living Award – Silver Award – Best Attached Home, 20 units and over

Awarded by Professional Builder Magazine and the National Association of Home Builders

Community: City Walk - Hayward

2003 Crystal Eagle Achievement Awards – Merit Award – Physical Improvement

Awarded by the California Downtown Association

Community: Artists Walk Lofts, City of Santa Ana

2002 Gold Nugget Award –Merit Award- Best Affordable Single Family Detached Home

Awarded by the Pacific Coast Builders Conference and Builder Magazine

Community: Cedarbrook Walk, City of Camarillo

2002 Gold Nugget Award –Merit Award- Best Redevelopment, Rehab or Infill Site Plan

Awarded by the Pacific Coast Builders Conference and Builder Magazine

Community: City Walk, City of Hayward

2002 Gold Nugget Award –Merit Award- Best Attached Project – Over 30 Dwelling Units Per Acre

Awarded by the Pacific Coast Builders Conference and Builder Magazine

Community: City Walk, City of San Diego

2002 Gold Nugget Award –Merit Award – Best Condo or Attached Home –1,200 to 1,800 sq. ft.

Awarded by the Pacific Coast Builders Conference and Builder Magazine

Community: City Walk, City of Hayward

2001 Commissioner’s Memorial Award

Awarded by Los Angeles County Productivity and Quality Awards

Community: Marbrisa Walk, Community of Walnut Park

2001 Award of Excellence

Awarded by the California Redevelopment Association

Community: Renaissance Walk, City of Long Beach

2001 U.S. Department of Housing and Urban Development (HUD) Secretary’s Best in American Living Award

Awarded by HUD, Professional Builder Magazine & the National Association of Home Builders

Community: Marbrisa Walk, Community of Walnut Park

2001 Builders’ Choice Grand Award – Best Single Family Detached Home under 2,000 s.f.

Awarded by Builder Magazine

Community: Ocean Walk, City of Port Hueneme

2001 Best in American Living Award – Best Architectural Design under 1,800 s.f.

Awarded by Professional Builder Magazine and the National Association of Home Builders

Community: Ocean Walk, City of Port Hueneme

2001 MAME Awards Winner–Best Product Design–Detached under 1,800 s.f.

Awarded by the Sales and Marketing Council of Southern California

Community: Ocean Walk, City of Port Hueneme

2001 MAME Awards Finalist-Best Product Design–Detached under 1,800 s.f.

Awarded by the Sales and Marketing Council of Southern California

Community: Seaside Walk, City of Port Hueneme

2001 ELAN Awards Finalist – Best Architectural Design under 1,800 s.f.

Awarded by the Sales and Marketing Council of Greater Los Angeles and Ventura

Community: Ocean Walk, City of Port Hueneme

2001 Gold Nugget Award of Merit – Best Single Family Detached Home under 1,800 sq. ft

Awarded by the Pacific Coast Builders Conference and Builder Magazine

Community: Ocean Walk, City of Port Hueneme

2001 Gold Nugget Award of Merit – Residential Detached Project 9 du/acre

Awarded by the Pacific Coast Builders Conference and Builder Magazine

Community: Ocean Walk, City of Port Hueneme

2001 Gold Nugget Award of Merit – Best Redevelopment, Rehab or Infill Site Plan

Awarded by the Pacific Coast Builders Conference and Builder Magazine

Community: Ocean Walk, City of Port Hueneme

2001 The Nationals – Silver Award – Attached Community of the Year

Awarded by the National Sales and Marketing Council

Community: Heritage Walk, City of Pasadena

2001 Best in American Living Award – Grand Award

Awarded by Professional Builder Magazine and the National Association of Home Builders

Community: Ocean Walk – Plan 1, City of Port Hueneme

2001 Gold Nugget Awards – Best Affordable Project – Detached

Awarded by the Pacific Coast Builders Conference and Builder Magazine

Community: Renaissance Walk, The City of Long Beach

2001 The Nationals – Silver Award – Best Attached Home Plan – over \$200,000s

Awarded by the National Sales and marketing Council

Community: Heritage Walk – Plan 3, City of Pasadena

2000 Builder of the Year

Awarded by Professional Builder

Corporate Award

2000 Gold Nugget Award – Grand Award – Residential Project of the Year - Attached

Awarded by the Pacific Coast Builders Conference and Builder Magazine

Community: Heritage Walk, City of Pasadena

2000 Gold Nugget Award – Grand Award – Best Redevelopment, Rehab or Infill Site Plan

Awarded by the Pacific Coast Builders Conference and Builder Magazine

Community: Heritage Walk, City of Pasadena

2000 Gold Nugget Award –Grand Award – Best Condo or Attached Home – under 1,200 sq. ft.

Awarded by the Pacific Coast Builders Conference and Builder Magazine

Community: Heritage Walk – Plan 1, City of Pasadena

2000 Gold Nugget Award –Merit Award – Best Condo or Attached Home –1,200 to 1,800 sq. ft.

Awarded by the Pacific Coast Builders Conference and Builder Magazine

Community: Heritage Walk – Plan 2, City of Pasadena

2000 Gold Nugget Award –Merit Award – Best Condo or Attached Home –1,200 to 1,800 sq. ft.

Awarded by the Pacific Coast Builders Conference and Builder Magazine

Community: Heritage Walk – Plan 3, City of Pasadena

2000 Gold Nugget Award –Merit Award – Best Single Family Compact Lot Detached Home Under 1,600 sq. ft.

Awarded by the Pacific Coast Builders Conference and Builder Magazine

Community: The Cottages at Westshore – Plan 1, City of Buena Park

2000 Gold Nugget Award – Merit Award – Best Single Family Compact Lot Detached Home - 1,600 to 2,000 sq. ft.

Awarded by the Pacific Coast Builders Conference and Builder Magazine

Community: The Cottages at Westshore – Plan 3, City of Buena Park

2000 Planning Award

Awarded by the American Planning Association

Community: Renaissance Walk, City of Long Beach

1999 Best in American Living Award

Awarded by the National Association of Home Builders

Community: The Promenade, City of Huntington Beach

1999 Award of Excellence

Awarded by the California Redevelopment Association

Community: Rose Walk, City of Pasadena

1999 National Silver Award Attached Community of the Year

Awarded by the National Home Builders Association

Community: Rose Walk, City of Pasadena

1999 Planning Award

Awarded by the American Planning Association

Community: Rose Walk, City of Pasadena

1999 National Silver Award Detached Community of the Year

Awarded by the National Home Builders Association

Community: Laurel Walk, City of Brea

1999 Certificate of Appreciation for Voluntary Affirmative Marketing

Awarded by U.S. Department of Housing and Urban Development (HUD)

Corporate Award

1998 Fair Housing Award

Awarded by HUD, The Los Angeles Times, and the Sales and Marketing Council
Corporate Award

1998 Achievement Award for In-Fill Housing

Awarded by Professional Builder
Corporate Award

1998 Pasadena Beautiful Award

Awarded by the Pasadena Historical Committee
Community: Rose Walk, City of Pasadena

1998 Award of Merit In Recognition of Excellence and Value over 2,100 ft.

Awarded by the Western Builder Conference and Builder Magazine
Community: Laurel Walk, City of Brea

1998 Award of Merit In Recognition of Excellence and Value under 2,100 ft.

Awarded by the Western Builder Conference and Builder Magazine
Community: Laurel Walk, City of Brea

1998 Commemorative Award

Awarded by the City of Garden Grove
Community: Sycamore Walk, City of Garden Grove

1998 Certificate of Recognition

Awarded by the California State Assembly 69th District
Community: Sycamore Walk, City of Garden Grove

1996 Affordable Community of the Year

Awarded by the National Association of Home Builders
Community: Villas at Montecito, City of La Palma

1996 Award of Merit Best Product Design for an Attached Home

Awarded by the National Association of Home Builders
Community: Villas at Montecito, City of La Palma

1996 Award of Merit Best Product Design Under 1,800 s.f.

Awarded by the National Association of Home Builders
Community: The Arbors, City of Brea

1996 Award of Merit Best Product Design Under 1,800 s.f.

Awarded by the Building Industry Association
Community: Ivy Walk, City of Westminster

1996 Building a Better Long Beach – Neighborhood Designs That Work

Awarded by the City of Long Beach, Department of Planning and Building
Community: The Bungalows, City of Long Beach, City of Los Alamitos

1996 Gold Nugget Award – Best in the West – In Recognition of Excellence and Value

Awarded by the Pacific Coast Builders Conference and Builder Magazine
Community: The Bungalows, City of Long Beach, City of Los Alamitos

1996 Award of Merit Best Product Design for an Attached Home

Awarded by the Sales and Marketing Council and The Building Industry Assoc.

Community: The Bungalows, City of Long Beach, City of Los Alamitos

1996 Award of Merit Best Product Design – Under 1,800 sq. ft.

Awarded by the National Association of Home Builders

Community: Ivy Walk, City of Westminster

1995 Best in American Living Award

Awarded by the National Association of Home Builders

Community: The Bungalows, City of Los Alamitos

1995 Award of Merit Best Product Design Attached Home Over 1200 s.f.

Awarded by the Building Industry Association

Community: The Bungalows, City of Long Beach, City of Los Alamitos

1994 Award of Merit Distinguished Leadership Overcoming the “NIMBY” Syndrome

Awarded by the American Planning Association

Community: Heil Park, City of Fountain Valley

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